

SLICE

The Total Integrated Golf Solution



Restaurant & Bar

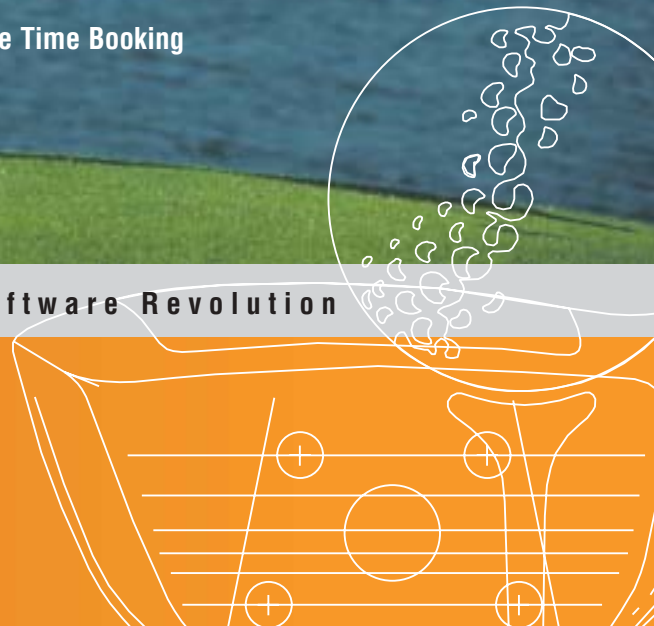
Pro shop, Online Professional
Teaching Booking

Enquiries, Membership,
Administration, Monthly & User
Defined Billing and Activity
Centre Management

Competition, Fixtures, Leader
Board and Handicappers Friend

Online Tee Time Booking

The Ultimate Golf Management Software Revolution



Executive Overview

PriCap Pty Ltd is a company providing state of the art technology for the golfing industry, including: membership management; streamline day to day administration tasks; point of sale from the pro shop, restaurant and bar; monthly and automated user defined billing solutions; GolfLink; Online tee time booking; online professional teaching booking; Web management; and much more.

The **PriCap Total Integrated Golf Solution, SLICE** is the ultimate golf software revolution that will change the paradigm of golf management as we know it today. **SLICE** started with a blank canvas in 2001 with the objective to fill a void in the golfing industry. This amazing product has been engineered and designed by some of the best business and systems analysts in the IT industry.

PriCap Pty Ltd Structure

Brief: **Tim Mackay**

Position - Systems Analyst / Director

Tim has been working in the information technology industry for more than 24 years, initially as a Computer Operator with NCR and the W.A. Government, then for RTZ, one of the largest mining and resource companies in the world, as a systems analyst progressing to IT Manager. Tim's experience has taken him world wide with his partner of 15 years, Paul Nesci, selling their own technology to the Fortune 500 companies. Tim's skills encompass systems design, business analysis, and strong marketing leadership.



Brief: **Paul Nesci**

Position - Systems Analyst / Technical Director

Qualification - Bachelor of Business with a Major in Information Systems

With 22 years in the Australian IT industry, Paul's prowess as a Systems Analyst and Analyst Programmer is highly regarded. In addition to a strong background in application programming and database design/implementation, Paul also possesses analytical skills to diagnose problems and provide innovative solutions.



Brief: **Colin Ainsworth**

Position - Executive Manager

Colin was General Manager of The Royal Fremantle Golf Club for 16 years and remains actively involved in the Golf Club Managers' Association, being made a Fellow of the Association in 1996. Colin has developed a solid appreciation of the administration and management needs of golf clubs.



The Total Integrated Golf Solution Modules

Slice - Activity Center When you logon to the **SLICE** system, the activity center automatically sorts tasks by priority and will continue to alert you until those tasks are completed. The activity center links all tasks that require attention in maintaining all members' activities. Tasks can be dedicated to staff members and management to streamline your membership administration.

Slice - Membership The friendly interface allows the administrator to manage the most complicated golf management tasks, processing inquiries, applications and approvals, to maintain credible membership information and produce informative management reporting with the least amount of time and cost. **SLICE-Membership** enables full account and receipt generation with the touch of a button. **SLICE-Billing** and **SLICE-Membership** work in harmony to consolidate all historical and event driven information related to a member.

Slice - Billing will streamline your membership payment transactions on a weekly, fortnightly, monthly or user defined basis including, quarterly and six monthly moieties, annual renewals, lay-buys, bar accounts, suppliers, wholesalers, manufacturers and manage all monies creating an easy to follow audit trail. **SLICE-Billing** automatically generates receipts and accounts that can be distributed via E-mail or printed with the press of a button saving staff time and effort. Once a member is established for monthly or user defined cyclic billing **SLICE** takes over, although still allowing individual or global changes for a member, class or category.

Slice - Handicap Pricap has successfully applied for tier 3 status for GolfLink which will benefit those clubs who utilise the AGU GolfLink Handicapping System.

Slice - Handicapper's Friend **SLICE** has streamlined all the functions for the handicapper. **SLICE** and **Handicapper's Friend** does all the start of day and end of day competition tasks for you automatically. This is achieved through the revolutionary fixture management system that sets up the environment for the competitions and GolfLink. Other features include validating all visitor information from the registration module for handicap verification in readiness for the competition without any intervention from the handicapper.

Slice - Competition The competition scheduling system seamlessly integrates with **SLICE-Fixtures** for weekly competitions and corporate days. All members, visitors and non handicap holders (Corporate day players) can be quickly registered for the competition. The round type, rules, special conditions and competition sheets can be distributed via e-mail or printed with the press of a button. **SLICE-Competition** streamlines another task that takes time and resources.

Slice - Fixtures enables the club to schedule their fixtures years in advance, facilitating good planning, management and budgeting for future revenues. **SLICE-Fixtures** is the central point for all competitions, allowing the Managing Secretary or golf club Manager to schedule eligible players within their permissible timeslots. **The Fixture Replicator Utility** enables a competition day to be replicated years in advance. This feature can be overridden at the manager's discretion. **SLICE-Fixtures** and **SLICE-Handicapper's Friend** streamline all scheduled competitions, dramatically reducing time and effort.

Slice - Tee Time Booking is part of the total solution from Pricap and can be accessed by your club through the PriCap portal or your own Web site. Your members simply register online to book an available time slot, view other golfers available for that tee time, change their tee time, or make themselves unavailable for a competition. **The Wait-list Utility** is unique in that once a golfer nominates their preferred playing times, **SLICE** does the rest. When a time slot becomes available, **SLICE** will notify the golfer via SMS, e-mail or alert the Manager or professional immediately. The data is automatically updated back to the club from the web portal when changes are made.

Slice - Professional Teaching Online Booking allows a golfer registered with **SLICE** to make an online booking with a teaching professional at any course. This includes **wait-list** for a lesson and automatic notification through SMS, phone or e-mail. This amazing module changes the way professional teaching is organised and how the professional does business, as fees are automatically collected in advance when the booking is made.





Slice - Point Of Sale is a complete solution for the restaurant, bar and pro shop for day to day point of sale transactions. This powerful system is tightly integrated into **SLICE-Membership** to accommodate account and non account holders. The flexible bar levy parameters that can address any number of complex rules defined by the club. The inventory management system tracks volume and profitability of all items, providing information to optimise procurement and stock control.

Slice - Archive can create multiple data sets of databases. Archival data sets for expired or non active members can be restored at the press of a button to the active data set.

Slice - Web PriCap can establish your golf club's World Wide Web (www) presence. Thereafter a simple utility (just like a word processor) enables you to maintain your site (conditions apply).

Slice - Report Writing includes WYSIWYG (What You See Is What You Get) user definable reporting. Excellent design characteristics and efficient data management makes **SLICE** a powerful management reporting tool. **SLICE** supports strategic planning of future competitions, particularly those that generate the most revenue for the club. Cyclic aspects can be incorporated in budget and forecast considerations for strategic planning. **SLICE** opens the door for powerful report management and seamless integration with **Microsoft Office Products**.

Slice - Data Conversion converts data from your old system to **SLICE**, guaranteeing data integrity at no cost to your club. Conversion can be done within days in most cases.

Slice - Integration integrates **SLICE** with popular accounting products like Quickbooks, MYOB and many others. **SLICE** does not come with accounting and payroll as the above products provide a solid platform for your accounting and payroll needs.

Slice - User Manual is an online comprehensive user manual that can be printed at your request and is available in Adobe Acrobat PDF format.

Slice - Marketing Coupled with the total solution is a marketing model that will assist you to achieve increased membership or retain existing members by creating flexible and convenient payment options for the member using **SLICE -Billing**.

Slice - Licensing Slice issues **UNLIMITED USER LICENSES AT NO EXTRA COST**. Your club can have numerous computers running the **SLICE** application with no restriction.

No Up Front Costs

SLICE is a feature rich Total Integrated Golf Solution with **NO UP FRONT COSTS** for any of the software products from PriCap, although the www products incur a small up front fee (conditions apply).

PriCap owns 100% of the Intellectual Property and unique business and marketing models.

PriCap's objective is to **SAVE MONEY** and **INCREASE EFFICIENCIES** for staff, management, and committees by streamlining the day to day operations of your club.

What we do for you with SLICE

Your members are the most important asset of your club and PriCap, with the **SLICE** solution, make it easy for you to convert to **SLICE** immediately with no up front costs.

- Supply & Install the System at no cost
- Conduct training for the first 8 hours at no cost
- Convert your data at no cost
- Assist with your Web presence requirements and construct your Web site (conditions apply)
- Review Hardware needs and make recommendations
- Review Software needs and make recommendations
- Review Local area network and Internet needs and make recommendations

Monthly Membership

SLICE can help you manage, streamline and promote your membership. Experience demonstrates that automatic monthly membership payments have greater acceptance than annual fee based subscriptions. This proven billing style creates a wider audience for your membership growth.

When it comes time for renewal, given the choice, a large percentage would prefer to renew their membership on a monthly basis rather than pay an upfront annual fee.

Monthly memberships will attract a new membership type that will remain perpetual until the member terminates formally in writing.

The monthly fee creates a sustainable monthly cash flow allowing the committee to improve management and strategic planning.

Your marketing focus will make a paradigm shift from the traditional yearly subscription to a continuous monthly fee. This will enable you to create an easy to sell low monthly fee compared to the large up front annual fee. The marketing strategy may be achieved in these areas:

1. Direct market your members who have not rejoined over the last five years with a mail-out explaining the new monthly membership on offer and the exciting changes to the club
2. Mail drop a flyer to each mailbox in your local or regional area
3. Advertise in your local community newspaper
4. Telemarket if required, determined by the success of the above three methods

Member Benefits

Spreading expenditure for a member over a longer period of time enables the member to retain their money longer, making membership with your club more attainable.

Upfront annual subscriptions are out of reach for many people e.g. pensioners would love to play golf but are unable to pay the lump sum every year, but would join given the opportunity to pay a low monthly fee, subsequently spending money at the restaurant, bar and pro shop.

- Low monthly fee
- Member holds on to their money longer

Club Benefits

PriCap delivers opportunity and seamless streamlined money collection on a monthly basis generating a sustainable monthly cash flow and stable membership base. PriCap adds value and brings strength to your business by combining the **SLICE** Total Integrated Golf Solution with the services we provide.

- Sustainable monthly cash flow
- Attract a wider audience
- Members join for longer periods
- Collect all Money for Restaurant, Bar, Pro Shop Accounts, and Lay-buys, etc
- Streamline all payments, reducing administration tasks

The Results

Your membership base becomes an "asset" not a liability using the **SLICE** Total Integrated Golf Solution.





PriCap Billing Services

The people behind PriCap have a proven record of accomplishment, becoming the second biggest private clearinghouse to HBF in Western Australia in 1997. With this experience, PriCap has obtained extensive knowledge of the Banking Industry, innovative software design, and successful business practices. PriCap has applied emerging new technologies and proven business methodologies to again become a leader in payment and financial transaction solutions.

PriCap Services Include

- Management of all transaction paperwork
- Secondary data cleansing
- Bank processing
- Membership billing software
- Data management
- Reporting
- Banking liaison
- Dispute resolution
- Assist debt collection

Billing Process

PriCap billing can be done on a daily basis; accounts are processed with the relevant banks, credit unions, building societies or credit card providers. Over the following three working days, funds are cleared for any returns on the debit amounts. Payment transactions are transmitted by APCA (Australian Payment Clearing Association) to SLICE using BECS system.

What we do for you

- Transfer the credit balance to your account
- Data reconciliation
- Liaise with all financial institutions and rectify any problems
- Notify the club when member have failed the initial direct

debit process and that a follow-up direct debit will take place

- Report all dishonoured transactions outlining why the dishonour occurred
- Maintain ledger financials in good standing
- Re-initiate return debits
- Provide debt collection summaries if required
- Produce monthly sales summaries if required
- Assist with IT related needs
- Deduct PriCap contracted fees

Data Collection

All account and transaction information is collected via a signed Direct Debit Request (DDR) form.

DDR forms are exclusive holdings over the account between the debit licence holder and the individual member.

Processing

The amount of the debit transaction is transferred into the member's account the following day before 9:00am as cleared funds.

All dishonoured debits are processed by individual banks over a three day period.

Dishonours

Dishonours may occur on Direct Debits for several reasons, from insufficient funds to deceased members. Dishonours are presented back into a member's account to be held against the value originally debited. Dishonours take up to three working days to be presented back into the original account.

PriCap Fees

Fees set out are only applicable to members who utilise the direct debiting facility on a monthly basis, however this may vary according to the agreed schedule for your business needs and is a guide only.

Credit Cards

Credit Cards transactions are processed by PriCap, however they incur a further transaction fee from the financial institution.

Fees paid by PriCap

- BAD (Govt Debit Tax)
- Security fees
- Lodgement fees
- Transfer fees
- Establishment fees
- Auditing fees
- Account service fee

Systems

Slice is written in Microsoft Visual Foxpro and utilises the Foxpro database engine to manage centralised and decentralised data between the Web and your club.

All banking licenses have been approved to transmit to the BECS and the merchant facility system.

Support

Slice requires minimal support and infrastructure, however, as demands increase, support capability will be continually reviewed. Key personnel with the appropriate skills will be recruited by PriCap to support our customers at all levels. 24/7 support will be offered via the Internet, along with call center support for immediate response.



THE EASIEST DECISION YOU CAN MAKE FOR YOUR CLUB IS PRICAP
THE TOTAL INTEGRATED GOLF SOLUTION

SLICE

SAVE TIME AND MONEY

CALL TODAY TO REGISTER YOUR INTEREST

SLICE

The Total Integrated Golf Solution

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